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FALL - 1949 JAN 1 1951 *

U.S. Department of Agriculture
~~DESCRIPTIVE PRICE LIST OF~~

Potted Strawberry Plants
Transplanted Strawberry Plants
Red Raspberries
Black Raspberries
Cultivated Blueberries
Blackberries
Asparagus
Grape Vines
Rhubarb

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OUR LIBERAL GUARANTEE

We guarantee our plants to be absolutely true to name and free from disease and to reach you in good growing condition. Should any stock arrive in poor condition, send signed statement from your Postmaster or Express Agent showing extent of loss or damage (within five days of receipt), and we will refill the order to the extent of the loss.

We cannot guarantee results caused by conditions over which we have no control and cannot be responsible in any case for more than the amount paid.

IMPORTANT

Many customers drive to our farm for their Plants. Our post office address is Millbury, but we are located in Sutton on the Hartford Pike one mile East of West Sutton and 500 feet West of the Blue Jay Tavern. Ask for the Keith Farm.

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Pleasant Valley Farms

Millbury, Massachusetts

Growers of

True to Name New England Grown
Choice Strawberry Plants

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## GENERAL INFORMATION

The labor situation being somewhat improved, we are offering a splendid assortment of POT GROWN Strawberry Plants for the coming months of August, September and October.

If you failed to set a Strawberry bed last Spring, by setting Pot Grown Plants during the coming three months, you will have berries next Spring and for two years thereafter.

These Plants are grown in small pots and shipped to you just as they are grown in the pots, with the soil on the roots. There is no stop to their growth when they are transplanted and before growth stops in the Fall they are large sturdy plants with numerous runners. If you want the best, set Pot Grown Plants. We guarantee satisfaction.

### Transplanted Strawberry Plants

To those not wanting to pay the price of Pot Grown Plants we offer Transplanted Plants. Transplanting holds back their leaf growth and increases the root system. They are adapted to July and early August setting and will bear next Spring. Quantities are limited. A second choice is advisable.

Instructions for setting and care are sent with each order.

Transplanted Plants are ready for immediate shipment.

Pot Grown Plants will be ready early in August and we will ship until November 1.

Our Plants are absolutely free from disease and insects. They are inspected by both the State and U. S. Government and are certified to be free of disease and insects. A certificate of Inspection accompanies each shipment.

REMIT by Post Office or Express Order, Personal Check or Bank Draft. Cash sent through the mail should be registered.

Acknowledgment of your order will be sent as soon as received. Notification is sent when plants are shipped.

Any orders you may favor us with, whether large or small, will be appreciated and will be carefully and promptly filled.

ALL VARIETIES LISTED HAVE PERFECT BLOSSOMS.

### Early Strawberries

**HOWARD 17 (Premier)** The leading commercial variety. Most valuable variety grown. Too well known to need much description. Among the earliest to bear and continues until the late varieties are gone. Berries large, handsome, firm. An excellent shipper. Unusually productive. Does well on any soil. Plants strong and healthy and make just enough runners for a good matted row. We have a good stock of some of the finest plants we have ever grown.

**PREMIER** Same as Howard 17.

**DORSETT** This berry is one of the finest recently introduced. The berry is large and very juicy with a sweet delicious flavor but not quite as sweet as Fairfax. We consider it one of the finest for commercial purposes. They make many runners and on rich land they should be thinned out. It is about as early as Howard 17 and has a long bearing season. Do not fail to try some of this excellent New variety.

**FAIRFAX** We consider this variety the finest berry for home use that has ever been introduced. The berries are large, sweet as honey and very firm. If allowed to become over ripe before picking, the berries turn dark but retain their firmness and flavor. We began picking this berry four days after Howard 17 and continued for nearly a week after Howards were gone. The plants are large and sturdy, growing a foot or more high. Does not make as many runners as Dorsett but just enough for a good fruiting bed. The berries grow on large fruit stalks holding them 8 or 10 inches from the ground. Everyone is enthusiastic about this berry. All Strawberry Growers should order some of this variety. We assure you, you will be delighted with it. Place your order at once as there will be an enormous demand for this delicious berry.

Fairfax and Dorsett were both introduced by the U. S. Dept. of Agriculture.

**PATHFINDER** This New variety originated in New Jersey. Berries ripen a few days after Howard 17. Is a very vigorous and healthy plant and makes just enough runners for a good bed. The berries are large, of good shape and color. The quality is good. The plant very productive. It will pay you to try some of this outstanding variety.

**MIDLAND** A very promising new variety. Very productive. Heavy root system. An excellent early berry. Larger than Howard 17. More productive than Fairfax. Fine quality.

**FAIRLAND** Newest variety. Adapted to New England climate. Berries a beautiful bright color. Resistant to red stele. Very heavy root system. Berry Growers should try some of this coming new variety.

### Mid Season

**CATSKILL** This comparatively new variety is a mid-season berry ripening about one week after Howard 17. The plants are large and make many runners. It does best on heavy land. The berries are very large and keep their size to the last picking. It produces enormous quantities of fruit. Our sales of plants are very large as it has proven to be the best mid season variety originated in many years. Every grower should include it in their order.

**ABERDEEN** A variety of great promise. One of the most productive. Fruit large, color bright, shiny red. Plants make a fine matted row and are absolutely free from spot or blemish. A great favorite in Penn., out-yielding Howard 17. We have a good supply of excellent plants and every one will do well to try this outstanding variety.

Highly resistant to red stele.

**DUNLAP** The universal berry. Does well everywhere. Grown very extensively throughout the country. Sure to produce a good crop of medium to large dark colored berries of excellent flavor. Fine for home use, shipping or canning. Every Strawberry grower should have this variety.

**SPARKLE** A new Variety. Vigorous grower and very productive. Berries Round. Excellent Quality. Medium to large in size. Color bright rich red. This new variety is worth trying.

**TEMPLE** This new variety was originated by Professor Temple of the University of Maryland. It is a cross between Fairfax and Aberdeen and is highly resistant to red stele. Quality is the best, fine for canning, very firm, makes many new plants. This variety is well worth trying.

**SCARLET BEAUTY (Robinson)** This is a mid season to late new variety. Berries very large. Very sweet. Healthy Plants. Good plant maker. Heavy producer. Try some of this exceptional new variety.

## Late

**BIG JOE** A great favorite all over the country. Healthy plants and productive. Berries dark, glossy red of fine appearance. Firm, a good shipper. Fine flavor. Reliable. Does well everywhere.

**RED STAR** A new variety originated by the U. S. Dept. of Agriculture. A cross between Fairfax and Chesapeake. The berries are extra large, very sweet, almost as sweet as Fairfax but not as firm. The plant is large, with dark green foliage. It does best on moist soil. This is one of the best late varieties we have seen in years.

**WILLIAM BELT** This is an old standard variety and before Fairfax was introduced was considered the best quality of any berry grown. It is a heavy bearer of large berries of the very finest quality. Best for home use, a little too soft for shipping. Does best on high land as it is subject to leaf spot on wet soil.

**CHESAPEAKE** One of the best late berries, requires the best of care. Berries large with yellow seeds and present a striking appearance. An excellent shipper and brings a fancy price in city markets on account of its handsome appearance. Flavor of the best.

**FAIRPEAKE** A New introduction. A cross of Fairfax and Chesapeake. Later than Chesapeake. Vigorous plant growth. Taller than Fairfax. Quality equal to Fairfax. Does best on moist soil as do all late varieties.

**GANDY** An old standard variety. Very late. Does best on low springy soil. Large, firm, an excellent shipper. Makes plants freely. A very valuable late variety.

## Everbearing Varieties

We make a Specialty of Everbearing Strawberry Plants.

Following is a list of all worthwhile varieties. Set them this Fall and they will bear next Spring and again the following months of August, September and October.

**GEM** We have fruited this new variety for several years and find it superior to Mastodon in many respects. The berries are about as large as Mastodon and run more even in size. The quality is better, the berries having a sweet and delicious flavor and are very firm. The Plants have less foliage which allows the berries to ripen evenly all over. It stands dry weather better than Mastodon. We are sure you will be pleased with it.

Gem Everbearing has become so popular that our sales of this variety are larger than Mastodon.

**MASTODON** The berries are extra large and hold their size well. Will bear from August 1st until the ground freezes. Also a large crop the following Spring. We have some extra fine plants this season. Place your order early as we are always sold out before the season ends.

**SUPERFECTION** Newest and best of the Everbearers. Berries are large, roundish, of deep red color. Delicious in flavor.

**LUCKY STRIKE** Berries not quite as large as Mastodon but run more even in shape and size. Quality first class. Somewhat lighter in color. A quart basket of Lucky Strike Berries makes a handsome appearance and commands a premium in price.

**STREAMLINER** New. Berry extremely sweet. Bright red. Large and very firm. Healthy foliage. Makes new plants freely.

**GEMZATA** New. A cross of Gem and Wayzata. Berries large, firm with excellent flavor. Somewhat irregular in shape. Vigorous plant. Makes many new plants.

**EVERMORE (Minnesota No. 1166)** Adapted to cool climates. A vigorous healthy plant. Makes many new plants. Berries firm, dark. Fine flavor.

# PRICES OF POT GROWN PLANTS

Orders for 100 or more plants may call for 4 varieties  
Potted Plants will be shipped by Parcel Post or Express  
We pay all delivery charges up to 300 miles  
(1st, 2nd and 3rd Zones)  
Add 10% beyond that distance  
Write us for special wholesale prices on larger quantities  
All plants carefull packed and guaranteed to reach you  
in first-class condition

## EARLY

|                  | 12     | 25     | 50     | 100    |
|------------------|--------|--------|--------|--------|
| Howard 17 .....  | \$1.50 | \$2.50 | \$4.50 | \$8.75 |
| Premier .....    | 1.50   | 2.50   | 4.50   | 8.75   |
| Dorset .....     | 1.50   | 2.50   | 4.50   | 8.75   |
| Fairfax .....    | 1.50   | 2.75   | 4.75   | 9.00   |
| Pathfinder ..... | 1.50   | 2.50   | 4.50   | 8.75   |
| Midland .....    | 1.50   | 2.75   | 4.75   | 9.00   |
| Fairland .....   | 1.50   | 2.75   | 4.75   | 9.00   |

## MID SEASON

|                      |      |      |      |      |
|----------------------|------|------|------|------|
| Catskill .....       | 1.50 | 2.50 | 4.50 | 8.75 |
| Aberdeen .....       | 1.50 | 2.50 | 4.50 | 8.75 |
| Dunlap .....         | 1.50 | 2.50 | 4.50 | 8.75 |
| Sparkle .....        | 1.50 | 2.75 | 4.50 | 8.75 |
| Temple .....         | 1.50 | 2.50 | 4.50 | 8.75 |
| Scarlet Beauty ..... | 1.50 | 2.50 | 4.50 | 8.75 |

## LATE

|                    |      |      |      |      |
|--------------------|------|------|------|------|
| Big Joe .....      | 1.50 | 2.50 | 4.50 | 8.75 |
| Red Star .....     | 1.50 | 2.50 | 4.50 | 8.75 |
| William Belt ..... | 1.50 | 2.50 | 4.50 | 8.75 |
| Chesapeake .....   | 1.50 | 2.75 | 4.75 | 9.00 |
| Fairpeake .....    | 1.50 | 2.75 | 4.75 | 9.00 |
| Gandy .....        | 1.50 | 2.50 | 4.50 | 8.75 |

## EVERBEARING

|                    |      |      |      |       |
|--------------------|------|------|------|-------|
| Gem .....          | 1.75 | 3.00 | 5.25 | 9.75  |
| Mastodon .....     | 1.75 | 3.00 | 5.25 | 9.75  |
| Perfection .....   | 2.00 | 3.50 | 5.75 | 10.25 |
| Lucky Strike ..... | 1.75 | 3.00 | 5.25 | 9.75  |
| Streamliner .....  | 2.00 | 3.50 | 5.75 | 10.25 |
| Gemzata .....      | 1.75 | 3.00 | 5.25 | 9.75  |
| Evermore .....     | 1.75 | 8.00 | 5.25 | 9.75  |

Delivery Early August until November 1.

## Transplanted Plants

In June and July we advise setting TRANSPLANTED Plants. These we set very early in the Spring and the transplanting sets them back in growth of leaves from four to six weeks. The roots send out small rootlets to which the soil adheres when taking them up and they can be safely set in June or July and will not wilt down but start growing at once and will grow as good a bed of new plants as those set earlier in the season.

## PRICES ON TRANSPLANTED PLANTS

All delivery charges prepaid. Immediate delivery

|                    | 25     | 50     | 100    |
|--------------------|--------|--------|--------|
| June Bearing ..... | \$1.25 | \$2.00 | \$3.50 |
| Everbearing .....  | 1.75   | 3.00   | 5.75   |

## VARIETIES

JUNE BEARING Howard 17 - Catskill - Dunlap - Temple - Scarlet Beauty - Big Joe - Red Star - Chesapeake - William Belt.

EVERBEARING Gem - Mastodon - Streamliner.

## **Red Raspberries**

**CHIEF New.** Very early, ten days earlier than Latham. Excellent quality. Heavy yielder and a good shipper. Vines hardy.

**Prices — 25, \$3.50; 50, \$6.50; 100, \$12.50**

**LATHAM** Somewhat later than Cuthbert. Berries extra large. Enormous yielder. Vines very hardy and stand the winters well.

**Prices — 25, \$3.50; 50, \$6.50; 100, \$12.50**

**INDIAN SUMMER (Everbearing)** A new variety bearing a full crop early in July and an immense crop in the Fall. Extra large, glossy red berries. Rich flavor. Best of the Everbearers.

**Prices — 25, \$3.75; 50, \$7.00; 100, \$13.50**

**TAYLOR** New. Large size, oblong shaped berries, does not crumble. Delicious flavor.

**Prices — 25, \$3.50; 50, \$6.75; 100, \$13.00**

## **Black Raspberries**

**CUMBERLAND** Mid Season. The largest black cap and best mid season variety. Heavy yielder. Berries large, firm and with a delicious flavor.

**Prices — 25, \$3.00; 50, \$5.75; 100, \$11.00**

## **Rhubarb**

**MYATTS LINEAUS:** Each 25 cents; 6, \$1.25;  
12, \$2.25

**STRAWBERRY RHUBARB (MacDonald):** 75 cents each

## **Asparagus**

**MARY WASHINGTON** Considered the best variety grown. It is rust resistant and was introduced by the U. S. Department of Agriculture. Our stock is first class. Long healthy roots and heavy crowns. You cannot get better at any price.

**Prices —**

**One Year No. 1: 25, \$1.25; 50, \$2.25; 100, \$4.00**

**Two Year No. 1: 25, \$1.75; 50, \$3.25; 100, \$6.00**

**Three Year No. 1: 25, \$2.50; 50, \$4.50; 100, \$8.75**

## **Cultivated Blueberries**

There is a big demand for these delicious Blueberries. Plants last a lifetime. Easy to grow. Require an acid soil. For best results, set two or more varieties to cross pollinize.

All varieties are introductions of United State Department of Agriculture — Cabot (Early), Rancocas (Mid Season), Rubel (Mid Season), Jersey (Late).

**Three Year Plants: 12" to 18", \$1.75 Each; 6, \$9.00;  
12, \$16.00**

**Bearing Age, two to three feet, \$2.00 each**

## **Grape Vines**

**Two Year No. 1 Vines:**

**CONCORD (Blue)** The most extensively planted grape in America. Bunch and berry large. Medium early. Healthy, hardy and productive.

**Prices — Each 40 cents; 10, \$3.50**

**DELAWARE (Red)** The standard of excellence. Bunch and berry medium. Flesh, juicy and very sweet. Ripens with or before Concord.

**Prices — Each 60 cents; 10, \$5.50**

**NIAGARA (White)** A magnificent grape. Berries large. Quality very good. Large bunches. Ripens with Concord. Very productive.

**Prices — Each 50 cents; 10, \$4.50**

**WORDEN (Black)** An excellent grape. Hardy, healthy and productive. A week or more earlier than Concord. Sweet. Large bunches and berries.

**Prices — Each 50 cents; 10, \$4.50**

**FREDONIA (Black)** A new early black grape. Berries large with excellent flavor. Ripens 10 days before Concord.

**Prices — Each 50 cents; 10, \$4.50**

All prices on Raspberries, Blackberries, Blueberries, Asparagus, Grape Vines and Rhubarb are for free delivery to your home or Express Office.

## Testimonials From A Few Pleased Customers

Litchfield, Conn.

Gentlemen:

Just a word to let you know how pleased I am with those strawberry plants you sent me recently. They had the best root systems of any I have received for a long time—at least ten years. What a contrast to some purchased from a Southern firm. Right now, your plants, set out three weeks later than those from the South, are two inches taller. All have had the same care. Only sorry I did not run across your address years before.

Your count was very generous, and the plants were wrapped with extreme care. Thanks very much.



Castine, Maine

Gentlemen:

It might interest you to know, and might be valuable to others, of our experience with the 150 transplants shipped in July. Because of illness and absence of men the plants were out of the ground six days before they could be set. They had then to be set in a stinging hot spell. Of course they were kept moist and shaded, but it speaks well for the root system that 90% survived and are making rapid growth.



Newton, N. H.

Gentlemen:

We received today your shipment of Howard 17 Premier Strawberries which arrived in perfect condition and are the best I have ever had, so we want to repeat our order for another lot.



Keeseville, N. Y.

Gentlemen:

Received strawberry plants. They came through in fine shape and so nicely packed.



Middlebury, Conn.

The plants that you sent me are beautiful.



Calais, Maine

Gentlemen:

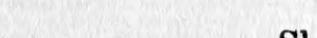
The Strawberry Plants I ordered from you came a few days ago, and are so fine and in such good condition that I want to tell you how pleased I am with them.



Sayville, N. Y.

Gentlemen:

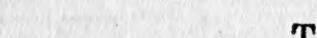
Received plants in good shape. Fine plants and am well pleased.



Skowhegan, Maine

Gentlemen:

Plants received in good condition. Am well pleased. They are all set and starting to grow.



Torrington, Conn.

Gentlemen:

The Strawberry Plants have been received in good condition. They are nice plants. Thank you.

Pleasant Valley Farm

Strawberry Plant Growers

Millbury, Massachusetts

To

Sec. 562, P. L. & R.